\$100,000 FIRE

Every Tenant in Nos. 9 to 1 Murray Street Suffers Heavy Loss,

the Franklyn Building, Nos. 9 to 15 Murmy street, by fire and water to-day, the offices of Dauchy & Co., advertising erents, being completely wiped out and all the concern's valuable records de-

William Rockwell, a porter employed to the building, told the police, after the blaze had been finally beaten down with a Niagara of wrater that flooded the entire six stories of the building. that when he turned on an electric switch in the offices of Dauchy & Co. there was an explosion and burst of

The entire wall seemed to take fire. Sockwell said, and after he had shout-d for help it was all he could do to into the hallway in time to save

The W. W. White printing plant theres the sixth floor with Dauchy & co., and though only a thin partition coparates the two establishments, suffered comparatively little damage. The re burned out the Dauchy & Co. office flooring so that tons of water poured fown into the floor below, doing area; damage to valuable machinery in the plant of Rosers & Ompany, engravers printers.

All of the following suffered from fire and water:

Dauchy & Co., W. W. White's print ing establishment, Rogers & Co., en-gravers and printers; Wiebusch & Hil-ter, hardware; Phoenix Glass Company, Tale & Towne Manufacturing Company and P. & F. Corbin Company. JAPS SEFING AMERICA.

Write for Illustrated Catalogue

144 EOWERY, Bowery Savings Bank Block,

Easter Offerings

As usual, we are prepared with an up-to-the-minute stock of Diamonds. Watches and Jewelry at prices to suit the times.



brilliancy; \$88 WEDDING RINGS Prices \$2,50 to \$25. Quality Guaranteed. rtistic Marriago Certificate Given With Ring. Ask for it. Open Evenings Till 7. Saturdays Till 10 Mai: Orders Filled. Inquirles Sollaited

SEASON



While the "Moxie Season" is open all the time, yet with the dvent of Spring it seems appropriate to remind the public that Moxie is entering upon its 23rd year of uninterrupted popularity. Moxie is now recognized as the greatest American temperance beverage. It is delicious, refreshing, healthful and sustaining.

Sold by all Greeers, Druggists, Confectioners and dealers in temperance beverages, \$2.50 a case, 25 cts. per bottle; 5 cts. a glass at all fountains

M'PARTLAND & O'FLAHERTY

8TH AVE., 40TH & 41ST ST.

WOMEN'S AND EASTER SUITS SPECIAL EASTER SALE.



Women's and Misses' \$16 Suits, latest model, tailor made; in all-wool Panama cloth; black, blue, brown, pearl gray, fancy striped or champagne mixtures; trimmed with soutache champagne mixtures; trimined braid; good full plaited skirt, postal sale 7.98 with deep fold; special sale

price Women's and Misses' \$20 Sults in fine Panama; tailor-made, cutaway, 4-button Prince Chap models; satin lined; elegantly tallored and finished; newest 10.98 spring shades; special.....

Women's and Misses' \$22 Suits, smart spring styles; in fancy Rajah or plain Panama and fancy striped materials; some handsomely trimmed with braid; fancy vesting; Prince Chap single or double breasted models, in all

the leading spring colors; full plaited or gored flare skirts; coat lined with taffeta silk or guaranteed satin; well tailored and finished-Alterations Free.....

> Lord & Taylor Women's Coat Department

We have arranged for Friday and Saturday

An Important Sale

Silk Rubberized Touring Coats Checks, Shadow Stripes and Plaids; 100 coats from the best maker in the market and place on sale at About Half Price

\$15.00, value \$25.00 to \$30.00

Women's Pongee Coats

\$25.00 & 30.00

Women's Silk & Satin Coats \$20.00, 25.00 & 30.00

Chiffon Broadcloth Capes

loose flowing model, fancy braid and button trimmed: colors: Light Blue, Pink, Tan, Rose, Helio, White and Black,

\$25.00 each value \$35.00

Broadway & 20th St.; 5th Ave.; 19th St.

Store Occupying Two Blocks Sixth Ave., 20th to 22d St., N. Y.

Our Delivery Service in New Jersey Is the Most Complete of Any New York Store

Sheet Music Adams Building-Saturday Only

Adams Building—Saturday

Pride of the Prairie, Mary (cowboy song).

See Saw.
I'm Afrild to Come Home in the Dark.
Summertime.
Swetheart Days.
Two Pine Eyes.
I'w Ant a Gibson Man.
I want a Gibson Man.
I'mat's What the Rose Said to Me.
Said to Me.
Sahara (new).
Under the Matzos Tree.
I'm Someoody Loved Me.
Sinow.
Grifen Has No Place to Girlen An North Mills Brown Song.
I'm Afrild to Mine.
I'm a Yiddish Cowboy.
Dat Friend of Mine.
I'm Starving for One Songthin Grifen An White Make a Hit With Mills Make a Hit With Mills Make a Hit With Mills Pelleve.
Nashville Tennessee.
Nomebody Lied.
I'd Racher Be a Lemon than a Graden Be fruit, I miss You Like the Rose Somebody Lied.
I'd Racher Be a Lemon than a Graden Fruit, I miss You Like the Rose Miss the Rain.
Keep on Smilling.
When the World Come Down.
However Was a Girl Like You.
What Makes the World Ge Rebuch.
Won't You Be My Honey?
Curly, Two-Step.
Waltz Dream, Waltz.
Automobile. Two-step.
Lovelight. Waltz.
Sonowball. Rag.
Merry Widow Waltz.
Dill Pickles. Rag.
Roguish Eyes.
I'm Looking for the Man That Wrote Merry Widow Waltz.
Doan't For Me.
Waltz Griff Who Threw Me Down.
Hoo-oo Anth You Comin Out Tonight (Lapus Willie Brown Song.
When the Moon Plays Peek a Boo.
What Makes the World Ge Reund.
Won't You Be My Honey?
Waltz.
Doan't For the Man Waltz, Capusin Willie Brown Sweet Home With Me?
Waltz Griff Who Threw Me Down.
Hoo-oo Anth You Coming Out Tonight (Lapus You.
Capusin Waltz.
Capusin Willie Brown Song.
Waltz Dream, Waltz.
Dill Pickles.
Rag.
I'm Waltz Gratitude.
You Wantz.
Dill Pickles.
Rag.
I'm Tying the Lewes So
They Won't Come Down.
Rebecea.
That World Mored.
The World Mored.
The World Mored.
The Waltz Grow The Wood Waltz.
Dill Pickles.
The Waltz Home Sweet Home With Me?
Waltz Jeream, Waltz.
Capusin Willie Brown Song.
The Waltz Grif Who Threw Me Down.
Hoo-oo Anth You Coming Out Tonight (Lapus

From "Merry Widow." For I Love You So. I'm So Parisian. Silly Cavalier. The Lovely Women. I'm Happy at Maxim's. Operatic Hits, 12c.

From "Fifty Miles From Boston." From "Bandanna Land."
Fas. Fas. World. Fas. Fas World. From the "Waits Dream." Softly, So Soitly (Waltz duet)
Piccolo Song,
Kiss Duet.

Bon Bon Buddy. Dinah. It's Hard to Love Somebody "Talk of New York."

I Want You.
Drink with Me
Under Any Old Flag at All.
When We Are M-a-double-rile-d.
Gee. Ain't I Glad I'm Home.
Put a Bet Down for Me.
When a Fellow's On the Level. Gems from "THE MERRY WIDOW," complete volume, special

Oh, You Darling! Oh, You Sweet One! (Ries query, Conjaining Softly, So Softly Viscal and Instrumental Gems of the "Waltz Dream," conjaining Softly, So Softly (Waltz duet.)

Overture.

Famous Waltz Dream Waltz, all in one volume: publisher's grice, \$1.50: 9c |
Floods, Plecols,

Mary, My Heather Oueen, featured in Sam Bernard's new musical production.

12c

Two Blocks on Sixth Avenue | O'Neil = Adams © Sixth Avenue's Greatest Store Carriage Entrances on 21st Street

Our Delivery Service in New Jersey Is the Most Complete of Any New York Store

W. L. Douglas Oxford Ties For Men \$1.98

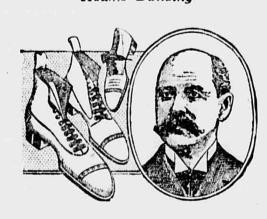
Adams Building

5,000 Pairs of the choicest selection of Men's W. L. Douglas Shoes

They include russet, patent colt, calfskin and vici kid, in both high and low Shoes-all of these Douglas Shoes are termed "factory damaged." The imperfections are so slight, however, that they do not affect the appearance or wear of the Shoes in the seast \$2.59

Splendid Shoes for Men at \$2.95

A great line of men's Shoes that we have made under our own name and that would be considered good value if marked \$4.00. They are all perfect Shoes, made of best materials and on the most approved lasts. All leathers in models to please every one, at..... \$2.95



Wonderful values are these Douglas Oxfords at \$1.98

We own the entire product of "factory damaged" sorts from the Douglas factories; slightly imperfect in the making, which does not impair their appearance or the wearing qualities. We guarantee them the same as perfect Shoes. ALL SIZES. Added to the Douglas "Factory Damaged" Shoes are 1,000 pairs of other makes of Men's \$2.50 and \$3.00 Lace Shoes. The leathers include vici kid, box calf, velour calf and patent

colt. Choice Boys' W. L. Douglas Shoes and

Oxford Ties..... \$1.98

We Can Suit All Men In Suits and Coats for Easter

Adams Building

give a few hints as to prices:

Men's Fancy Sack Suits\$10.00 to \$25.00
Men's Black and Blue Suits\$15.00 to \$20.00
Men's Blue Serge Suits\$10.00 to \$20.00
Spring Overcoats for men and youths \$9.00 to \$18.00
Men's Worsted Trousers \$3.00 to \$6.50
Men's Fancy Waistcoats \$1.50 to \$3.00
Young Men's Suits—In the popular shades of tan, brown and gray mixtures, made of worsteds, velour and cheviot fabrics, also blue

Men's Easter Hats at \$1.85

serges, 30 to 37 chest measure, at.....\$7.50 to \$15.00

To inaugurate the Spring opening of our Hat Department for men and youths we will place on sale a quantity of new, up-to-date, brown and black Derby Hats in the newest shades and styles. A \$1.85 regular \$3.00 Hat to-morrow at....

Boys' Suits, with extra Trousers, worth \$5.50 \$4.25

We will place on sale to-morrow a few hundred of these smart Norfolk and double-breasted Suits, with two pairs of Knickerbocker Trousers, in a nun ber of patterns of neat brown and gray mixtures, thoroughly well \$4.25 tailored suits; sizes 8 to 16 years. Value \$5.50; special at.......

Boys' Reefers—In blue, tan, red and gray effects, sizes 2½ to 10 years; a full showing of Norfolk, double-breasted Russian and Sailor Suits, Top Coats and Reefers at popular prices. Worth \$5.00; special \$3.00

Special Sale of Hair Goods

Adams Building

We will place on sale to-morrow the largest and most select stock of beautiful Hair Goods that has ever been offered in this city. Come early and secure choice of beautiful Switches, Puffs, etc.

Switches	Pompadours
Coronet Braids2.98 Natural Wavy Switches2.98	Gibson Wavy Pompadours 1.49 Feather weight Pompadours 986
Merry Widow Puffs	

Men's Pajamas at 69c Value \$1.00 and \$1.50

Three hundred dozen Men's light weight Pajamas-made of good qualities of woven and printed, light and medium in color, small lots Boys' Hats—In our new Boys' Hat Department we are showing the large and medium sizes, all perfect fitting, cut wide and roomy, mili-

Clearance Sale of Men's \$1.00 Shirts at 55c

A clearance of perfect quality, high grade, well-made Shirts, pleated and plain front, coat style. A large quantity hand laundered, cushion neck bands, perfect fitting, with a pair of detached cuffs to match;

Specials for Saturday Infants' and Children's Wear

beading, ribbon run, with dainty Val. lace edge, sizes 6 months, 1 and 98c Lace Chemisettes and Yokes Children's Coats—Pretty gray checked cloth coats, notched collar and turnback cuffs, double breasted, with two rows of fancy metal but-\$2.95 tons, sizes 2 to 5 years; value \$4.00; special at.....

Hair Goods at Special Prices For To-morrow (Saturday)

O'Neill Building

Hair Switches—22 Inches long, fine quality Hair Switches; \$1.00 Hair Switches—24 inches long, fine quality Hair Switches; \$1.49 wide assortment of shades; regular price \$1.98; special at......

Hair Nets -Special, extra large size Golf Hair Nets, made of real 11c Gold Filled Offset Eye Glasses

Hair Nets -Special, extra large size Golf Hair Nets, made of real 11c Gold Filled Offset Skeleton Eye Glasses

Easter Millinery In Great Array

Nowhere can you see such superb assortments of Hats (trimmed and untrimmed), Flowers, Feathers, Ostrich Plumes and everything per-Latest fabrics, correct styles, good fit and moderate prices are the taining to Millinery as are displayed in our establishment. Now is the characteristic features of O'Neill-Adams clothes for men. Below we time to make selections while everything is fresh and new. Moderate prices prevail throughout.

Women's Untrimmed Hats
Fancy Jap Braid Hats, at650
Chip Jap and Rough Braid Hats-
Special at 95c, \$1.25,\$1.45, \$1.95 and up to\$4.98
Children's Peroxylyn Flats-With Tan Crowns950
Children's Burnt Straw Flats at950
Children's Knockabout Hats65c, 95c up to \$2.48
Children's Trimmed Hats-Productions of our own work
rooms, at\$2.98, \$3.98, \$4.75 to \$15.00
Imported Roses-Per bunch
Imported Foliage—Per buneh15c, 25c, 37c
Imported Cherries-Per bunch
Imported Wings 37c, 48c, 75c up to \$4.00
Imported Owl Heads at
Trimmed Millinery
the state of the s

You will be surprised at the beautiful models we show at \$5.00, \$7.50 and \$10.00.

New Fashions for Laster in Misses' Suits and Girls' Coats

Very Special Values for Saturday

Misses' Cutaway Suits-In fancy Panama and stripes, lined throughout with satin; circular or pleated \$16.75 model, with bias fold; sizes 14 and 16; special at...... Misses' Suits-In a fine quality Panama, in all the new shades; double or single cutaway model, lined with satin, full pleated skirt; sizes 14 and 16 years. Value \$12.75 \$15.75; special at..... Junior Suits-In stripes and novelty mixtures; single or double breasted; lined throughout with satin, inlaid \$8.95 9 silk collar, full pleated skirt with fold; sizes 12 to 16 years; special at Girls' Double-Breasted Coats-In light mixtures, some plain, others fancy tweed; sizes 6 to 14 years; \$3.95 Girls' Seven-Eighth Coats -Or box model, in] mixtures or solid colors; sizes 6 to 14 years; special at \$7.95

Easter Clothing for Boys

O'Neill Building

of each color, but a large variety of patterns to select from, small, latest and most up-to-date styles in straws, silk and felt novelties, in the largest variety and at lowest prices in the city for fine goods;

Boys' Special Suits at \$4.75

"Seeing is believing," and those who have secured one or more of our special double-breasted Norfolk, Sailor or Russian Suits at a price less than cost, made by the leading manufacturer of boys' clothing, in all wool fabrics of the newest shades and designs, handsomely tailored and trimmed throughout, can well appreciate the exceptional values we are offering. Suits that cannot be duplicated at less than \$6.50 to \$10.00, in a full range of sizes, to-\$4.75

Our stock of Boys' Clothing presents very broad assortments in garments

Special Saturday Offerings in Women's Easter Neckwear

White Linen Collars, 25c An unusual offering of white Linen Collars, in a variety of designs-not

Silk Bows, etc., 25c each the new colors; also Net Bows, Lace Bows, Net and Lace Bows, fine white embroidered Rabots, Gibson Lace stocks, Dainty Mull Ties, etc., 25c

White and cream, Irish and Filet de-signs; also many styles of fine net broidered Jabots, in delicate colorings, White and cream, Irish and Filet de-

Jabots at 50c each Exceptional value in Net and Lace Gibson Stocks, Coat Sets, etc., 50c

Eyeglasses—Extraordinary Offer Adams Building

To do better by those who wear eyeglasses or spectacles than we have done in the past would be impossible, but here is an offering that is at least as good as any we have ever made.

Eyeglasses and Spectacles-frames and mountings gold filled, warranted to

Worth \$2.50 Special \$1.00